

METHOD OF SUPPORTING CUSTOMIZABLE SOLUTION BUNDLES FOR E-COMMERCE APPLICATIONS

ABSTRACT OF THE DISCLOSURE

5 A method for defining and using customized bundled sets of products
and services, associated with special characteristics such as discount pricing
and industry personalized solutions, enhances revenue of web-based
e-commerce applications. The consumer is provided the option of customizing
the selection of individual marketable items into a bundle that best suits their
10 need by implementing methodologies and tools that support the partitioning of
a master product catalog into distinguished subsets called customizable
solution bundles, that possess unique properties, business rules, and element
characteristics. A customizable solution bundle presents significant
advantages to both the vendor and to the consumer. For the vendor, this
15 method allows the marketing organization to maximize profit and inventory
control by assigning special price incentives to products and services
contained within the solution bundle. In addition to the benefit of price
incentives, the consumer is able to adapt, modify and customize a solution
from a given set products and services known to achieve an end-to-end
20 business solution for their industry.